



SOCIETY OF ACTUARIES

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also distracting inconsistencies in punctuation and table format from section to section. To a degree, these deficiencies could be explained by the understandable tradeoffs involved in getting a book to publication in a timely manner. In my opinion, however, a few days with a good proofreader would have been time well spent.

In summary, the Pension Research Council and the editors are to be congratulated for presenting important questions and discussions about our future. There may be few answers now, but we can all help develop the answers over time if we begin paying attention to the issues today. I agree with the editors, however, that "we may be stuck with dealing with necessary retirement program adjustments only when there is a greater sense of crisis."

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## Math Awareness Week has medical theme

The Joint Policy Board for Mathematics has designated April 24-30 as Mathematics Awareness Week. The 1994 theme is "Mathematics and Medicine." Each year, colleges and universities nationwide help promote mathematics activities on their campuses. Others, such as the Public Broadcasting Service and the Smithsonian Institution's National Air and Space Museum in Washington, D.C., have joined in the efforts.

For more information on how you or your organization can get involved in Math Awareness Week, call the Joint Policy Board for Mathematics at 202/234-9570.

## SECTION CORNER

### Nontraditional Marketing

Richard Bergstrom, chairperson of the Nontraditional Marketing Section Council, is calling 1994 the "Year of Education." Goals are to sponsor a seminar, to improve communications with and encourage feedback from members, and to continue to enhance meeting programs and the newsletter, *NewsDirect*.

The Section offers an "I am nontraditional" T-shirt to newsletter contributors. The Spring 1994 issue of the newsletter includes a preliminary report from the task force assembled to study mortality and persistency experience of direct marketed life and supplemental health contracts. This article, focusing on persistency information, will be followed by a mortality report expected to be released in the newsletter's summer issue. More detailed analysis on persistency and mortality results will be published in the next *Transactions Reports*.

This spring, the Section is concentrating its meeting planning efforts on the San Antonio meeting, June 15-17. One highlight is the USAA Quality Journey, a one-and-a-half-day program limited to 40 participants at USAA's campus. The tour will include a look at USAA's planning, quality assurance, research and development, customer service, and systems. Company culture and keys to success also will be covered.

### Product Development

The Product Development Section Council is striving to continue

offering quality programs to members. Efforts in 1994 will focus on:

- *Product Development News* under the direction of new editor, Ed McKernan
- A May 25 seminar in San Francisco on "Insurance Marketing in the '90s." The program will provide unique insights into the marketing plans, decisions, strategies, and thinking that are considered when developing insurance products.
- The Section is planning new formats for some sessions offered at the San Francisco spring meeting. William Freund will speak at the Section luncheon May 17. One of his many professional accomplishments is serving as senior vice president and chief economist of the New York Stock Exchange.

• The Section recently sponsored a project on the implications of proposed changes to the annuity standard nonforfeiture law. The group is looking for input on other topics to pursue.

February 1994 *Product Development News* articles included "Last Survivor Insurance Antiselection" by Craig W. Reynolds, "How to Deal with Changes in the Valuation Interest Rate" by Richard B. Lassow, "Report on the NAIC Life and Health Actuarial Task Force Meeting" by Raymond T. Schlude, and "Variable Annuity Minimum Death Benefits — a Monte Carlo Pricing Approach" by G. Thomas Mitchell.